



The Women of the Baby Boomer Generation

(Women ages 53-71 years old)

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BABY BOOMER AGE, GENDER, AND MARITAL STATISTICS

- The Baby Boomer Generation was born between 1946-1964 (Steimer, 2016)
 - This puts Baby Boomers between 53-71 years old currently
- There are 74.9 million Baby Boomers in the U.S. (Wade, 2017)
 - This is 22% of the U.S. population
- There are 38.44 million female Baby Boomers in the U.S. (Steimer, 2016)

Marital Status

	Males	Females
Married	75.3%	65.0%
Widowed	2.5%	9.0%
Divorced	12.8%	17.0%
Separated	1.9%	1.8%
Never Married	7.5%	7.1%

Source: U.S. Census Bureau, DataFerrett, Current Population Survey, March Supplement, 2008

(Metlife, n.d.)

INCOME STATISTICS AND ECONOMIC IMPACT OF BABY BOOMERS

- Baby Boomer median household income is \$60,000 (Pew Research Center, 2008)
 - Females within the Baby Boomer Generation
 - Of the 8.66 million women in the workforce ages 55-64 the median weekly earning is \$795
 - Of the 1.72 million in the workforce ages 65+ the median weekly earning is \$736
 - Baby Boomers control 70% of the disposable income in the U.S. (Steimer, 2016)
 - In 2012, Baby Boomers spent \$230 billion dollars for consumer packaged goods (Steimer, 2016)
 - This translated into roughly 49% of the total sales of consumer packaged goods
- (Steimer, 2016)

BABY BOOMER RELIGION AND ETHNICITY STATISTICS

- The religious practices of Baby Boomers are as follows

78% Christian

5% Non-Christian

1% Other Faiths (Atheist and Agnostic)

12% Unsure

(Pew Research Center, n.d.)

(Gao, 2016)

Among whites, more Baby Boomers than Millennials

% in each generation, 2015

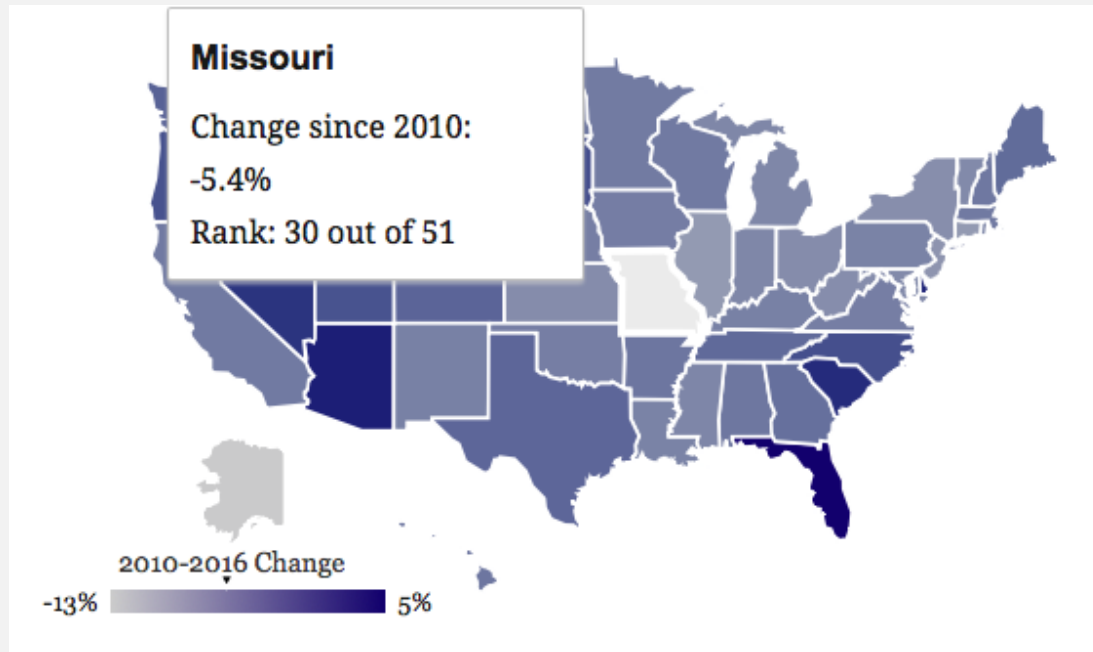
	Ages 0-17	Millennials	Gen X	Baby Boomers	Silent/Greatest
Total U.S. population	23%	23%	20%	23%	10%
Total U.S. minority population	29	27	21	17	5
White	19	21	20	27	13
American Indian/Alaska Native	27	26	20	21	6
Black	25	26	21	21	7
Asian	21	27	25	20	7
Native Hawaiian/Pacific Islander	26	29	22	18	5
Hispanic	32	28	22	14	4
Multiracial	46	26	14	11	3

Notes: Racial/ethnic groups are single-race non-Hispanic, except multiracial Americans, who are two or more races and non-Hispanic, and Hispanics, who are of any race. Minorities include all racial and ethnic groups except single-race non-Hispanic whites.

Source: U.S. Census Bureau 2015 population estimates

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BABY BOOMER REGIONAL DATA - MISSOURI



(Maciag, 2017)

- According to the Missouri Department of Education the Baby Boomer population has continued to grow and by 2030,
- “...this group is expected to grow by an additional 246,000, or 20 percent, for a final population of 1.5 million.” (Missouri, n.d.)

PSYCHOGRAPHICS OF FEMALE BABY BOOMERS

Lifestyle

- Female baby boomers are more active than women of their age in generations of the past
“These are women who see themselves as still healthy and energetic enough to get up, get out, and lead active lives.” (Smith, 2012)
- There is an increase in travel abroad among the female baby boomer generation (Hudson, 2017)

Health

- As baby boomer age their bodies change (an increase in weight gain)
“...retailers must consider larger sizes and cuts for baby boomers.” (Hughes, 2014)
- There is an increased risk for baby boomers to develop melanoma and other skin diseases
“...baby boomers who baked themselves in baby oil during their youth are now paying the price as they age, with more than 70 percent of melanoma cases now being diagnosed in those over 55.” (Reinberg, 2018)

ELEMENTS AND FEATURES OF THE LINE

Retailer – Talbots

Inspiration – Cuba

- The inspiration of a line based on the country of Cuba was chosen based on the baby boomers experience with the Cold War and travel restrictions to Cuba as well as an increased interest in the country when travel restrictions were lifted in 2016.

Line Elements – The line for baby boomers will focus on fashionable and flattering cuts.

- Special care is taken to cover areas of the body women this age might be insecure about (upper arms, stomach, thighs).
- An understanding of the concern of melanoma and skin diseases is addressed with cuts that provide more coverage.



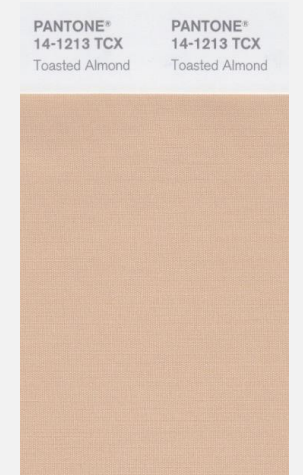
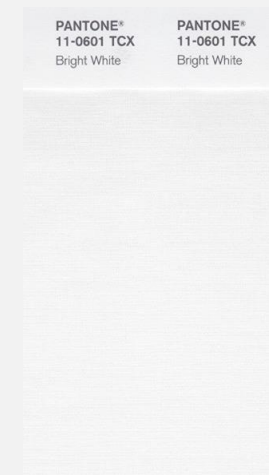
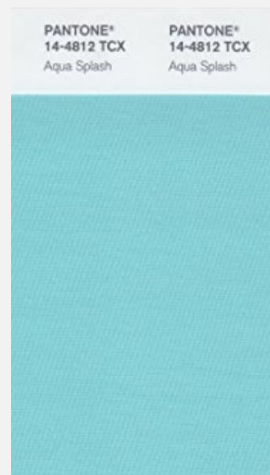
(Nicole, 2017)

Spring 2019 Collection Inspiration

Havana, Cuba



(Stephc, n.d.)



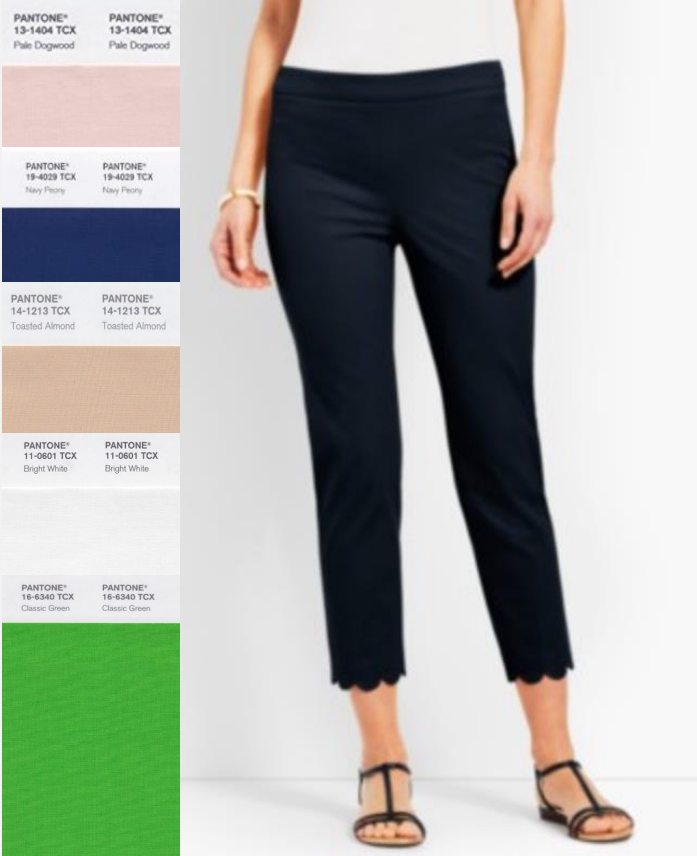
Pull-Over Stripped tunic

Fabric – cotton/spandex blend

Talbots \$89.50-\$99
Cold Water Creek \$89.95-\$99.95
Chico’s \$99
Garnet Hill \$78
My Retail Price \$89.50



Image sources: Talbots
Pricing sources: Talbots, Cold Water Creek, Chico’s, Garnet Hill



Stretch Capri Pants with Scalloped Hem

Fabric – cotton/spandex blend

Talbots \$89.50
Cold Water Creek \$39.95-\$79.95
Chico’s \$69
Garnet Hill \$168
My Retail Price \$89.50

Belted Trench Coat

Fabric – polyester with polyurethane coating

Talbots \$159
Cold Water Creek \$129.95
Chico’s \$149
Garnet Hill \$148
My Retail Price \$149.50



3/4 Length Sleeve Vwrap Dress

Fabric – spandex jersey

Talbots \$89.50-\$99
Cold Water Creek \$99.95-\$109.95
Chico’s \$99
Garnet Hill \$98
My Retail Price \$99.50



Image source: Chico’s



Suggested
Line
Accessories

Image sources: Stylish Women Store, Elvan
Kaya, Karida Shoes

Price sources: Talbots, Cold Water Creek, Chico’s, Garnet Hill

Patterned Skirt

Fabric – cotton

Talbots \$119-\$139
Cold Water Creek \$99.95
Chico’s \$69
Garnet Hill \$88
My Retail Price \$89.50

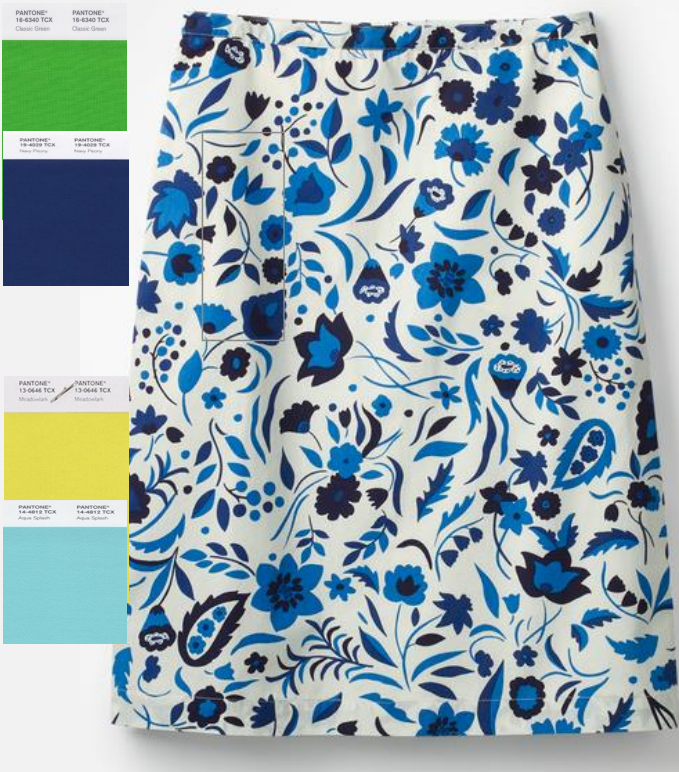


Image source: Boden

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